

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

June 9, 2015, 4:00 – 6:00 p.m.  
Hollywood Palladium  
6215 W. Sunset Boulevard  
Champagne Lounge

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Arthur Stroyman, Secretary, Kilroy Realty Corporation  
David Calabrese – CIM  
Brian Folb, Paramount Contractors  
Chase Gordon, Avison Young  
Bill Humphrey, Hudson Media Properties  
Fred Rosenthal, Ametron  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Joyce Williams-Maxwell, Emerson College

**Absent**

Charles Eberly, The Eberly Company  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
Melissa Logan, Amoeba Music  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Nourmand, Hollywood Athletic Club

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Rylan Greer – Hollywood Palladium  
John Lee – The Dome/Robertson Properties Group  
Stacey Levine – Hollywood Palladium  
Steve Seyler – Andrews International  
Vanessa Ramirez – Hollywood Palladium

**I. Call to Order**

- Carol Massie called the meeting to order at 4:09 p.m.

**II. Public Comments & Introductions**

- Board was introduced to the staff of the Hollywood Palladium

### **III. Approval of Board Minutes**

**It was moved by Michael Pogorzelski, seconded by Brian Folb, and CARRIED to approve the minutes from the meeting on May 12, 2015. Unanimously approved.**

### **IV. Treasurer's Report – Kerry Morrison**

A. **Financial Statements:** Morrison walked the Board through the May 31, 2015 financial statement. Expenses for April amounted to \$602,362. An installment of property assessment revenue is expected in the amount of \$484,000.

**It was moved by Bill Humphrey, seconded by Joyce Maxwell, and CARRIED to approve the May 31, 2015 financial statement. Unanimously approved.**

B. **Potential 2015-16 Assessment Increase:** The board was advised that the CPI was at 0.5% by Mariani. If the board elected to increase the assessment for the coming tax year, this would result in an increase in revenue of \$7,400. With the new building square footage of Emerson College being added to the tax rolls adding a \$7,000 assessment, there was a discussion about the need for this minor increase. The board voted six (6) for, two (2) opposed, and two (2) abstentions to increase the 2015-16 assessment.

**It was moved by Brian Folb, seconded by Joyce Maxwell, and CARRIED to approve the increase of the property assessment by 0.5% for the 2015-16 tax roll. David Calabrese and Bill Humphrey abstained and Fabio Conti and Michael Pogorzelski voted against.**

C. **2014 Tax Return:** Morrison intended to distribute the 2014 tax return for the consideration of the board. The return asks whether the board has been provided a copy of the tax return before the return is filed (Section B, 11 a). However, the handout was incomplete, so the return will appear on the July agenda.

### **V. COMMITTEE & PROGRAM REPORTS**

A. **Marketing and Communications – Devin Strecker and Joe Mariani**

1. **Neighborhood Festival Ad-Hoc Working Group** – The name of the festival, scheduled for November 5 – 8, will be decided at the next ad-hoc committee meeting on Friday, June 12<sup>th</sup> at 10:00 a.m. in the BID office. The board was invited to participate. Strecker explained the group's focus has been on the theme of the event using the 5Ws - who, what, when, where, and why, while Millennials, GenX, and Baby Boomers will be targeted for attendance. A number of area businesses have already shown interest, but the group would like to also find media sponsors.

2. **Sunset & Dine** – The 4<sup>th</sup> annual Sunset & Dine, scheduled for September 30, 2015, has been confirmed with BuzzFeed. This will be a great venue for the event. The committee meeting is scheduled for Friday, June 12<sup>th</sup>, at 9:00 a.m. in the BID office to discuss the details.

**B. Streetscape & Planning Committee – Chase Gordon and Matthew Severson**

1. **Crossroads Funding** – Severson reported that a Metro Call for Projects grant, which was previously coordinated by the CRA, has “resurfaced” and the good news is that there are funds that will be available for some significant enhancements throughout Hollywood. The city will be working on two (2) phases of this project. Phase two (2) being first will focus on new trees, lighting, sidewalks, and curbs on Highland from Sunset to Franklin and amounts to \$860,000. The city has asked the BID to help select trees and lighting. Phase one (1) will enter the planning stage after Phase 2 has started. This project is funded at \$1.4M and will involve landscape improvements along Hollywood Blvd. from Serrano to Sycamore.
2. **Back to Basics** - Severson reported on the following items:
  - a. Tree Well Project – An inventory will be done on all the tree wells in the BID noting what is needed for the project. A summer intern may be used to do the survey.
  - b. Street Lighting – A City of LA Street Department staffer walked the BID with Morrison and Severson. It was noted that the majority of the lighting on Sunset was installed in 1969. Severson will be continuing conversations with BSL as to what steps need to be taken to seek upgrades to older light fixtures.
  - c. AT&T – The property at Delongpre and Gower requires painting and landscaping. There is also an ATT structure at the rear of the Denny’s parking lot near Sunset and Van Ness which is a magnet for transients. A walk-through of both sites is planned for the coming month with the council office and ATT. Humphrey has offered to help as a neighbor of the AT&T building.
  - d. Bank of America – The bank is working with their landlord to share the costs of tree trimming at the Sunset & Vine branch.
  - e. Public Art – Gordon reported on a meeting held with Do Art that related to the potential to create a Public Art Plan for the BID. More details will be forthcoming.
  - f. Vine Street Tree Replacement – With 60 trees needing to be replaced, there are two (2) options to consider. One, 15-gallon trees donated by the city with free planting. These are the same size as those damaged and may be vulnerable. The second option is to purchase larger 24-gallon trees at \$150-\$200 per tree and the cost of planting at \$200 per tree. Larger, more established trees have a better chance of success. In both cases the cost of removing the damaged trees is the BID’s responsibility. Staff will take these option to the Streetscape Committee and bring a recommendation to the board.
  - g. Severson requested that the board to approve a \$5,000 discretionary fund to allow staff to tackle smaller projects to support the beautification objectives, such as hiring an

intern to perform the tree inventory, for replacing missing trees other than on Vine Street, trim overgrown tree branches, and repair broken street furniture. This fund will come from the Streetscape budget and the committee will be advised as to how the funds are being spent.

**It was moved by Brian Folb, seconded by Chase Gordon, and CARRIED to approve the \$5,000 discretionary fund to pay for planning and inventory task associated with the tree well project and remedial repairs and improvements associated with the punch list with a monthly report to the Streetscape Committee.**

3. **Vandalized Trees** – The suspect, Ricardo Gamez, has been arrested by LAPD for a bench warrant issued for failure to appear for his scheduled court date. While there is only one (1) video of him vandalizing one of the BID's trees, he agreed immediately to a two (2) year stay away order.

**C. Security Committee –Kerry Morrison**

1. **Security Report** – Steve Seyler, Andrews International, presented the board the summary for May 2015. While arrests were down, calls for assistance were up by 200 compared to 2014. Many of the calls should have been directed to 911.
2. **Homeless Issues** – The count is up in Los Angeles County, as well as throughout the state, with an 85% increase of those living in vehicles and tent encampments. Seyler reported that the BID officers are now asking, “Where were you one year ago?” “Why did you come to Hollywood?” and “What do you need?” In the month of May, they found that 50% are from out of state, 14 of 36 had housing a year ago, and three (3) had jobs. The largest age group is under 35. This information will assist in documenting why the influx of new homeless faces in Hollywood in the last year.
3. **Hollywood Safe Sidewalks** – Morrison reported that the BID is looking for an artist for the tourist handouts discouraging panhandling.
4. **Sidewalk Vending Proposal** – A copy of a letter dated May 8<sup>th</sup> from Councilmember Curren D. Price, Jr., 9<sup>th</sup> District, to the members of the Los Angeles City Council was again included in the board packet. The letter includes a schedule of four (4) meetings per the requests by members of the Economic Development Committee for more community input on the vending proposal. Strecker attended the May 29<sup>th</sup> meeting with HED board member Alyssa Van Breene and found those in favor of the proposal very hostile when he spoke. This well-organized group greatly outnumbered those opposing. The business community needs to become better organized to articulate opposition to sidewalk vending at these meetings. Morrison requested the board to approve \$2,500 to help support the grassroots committee mobilizing strategy for sidewalk vending ordinance, which is being organized by the Central City Association. She indicated the Hollywood BID would also be asked to participate. This would come from the contingency budget.

**It was moved by Brian Folb, seconded by Arthur Stroyman, and CARRIED to approve \$2,500 for the to support the grassroots committee mobilizing strategy (Coalition for Small Business) for sidewalk vending ordinance. Unanimously approved. Chase Gordon abstained.**

**VI. Staff Reports**

- A. Proposed Sidewalk Repair Ordinance – Mariani reported that the city will be paying \$30 million for sidewalk repair over the next 20-30 years. But a proposed ordinance beginning January 2015 would determine that commercial properties would be responsible for their own sidewalk repair and residential sidewalks would be repaired one (1) time. Then it would be the responsibility of the property owner.
- B. Planning for the All-Property Owners Meeting – Morrison advised the board that this would be occurring in early August. We are looking for a space to hold this annual event.
- C. HPOA Office Move – 6562 Hollywood Boulevard, at Shrader, is a strong contender for the HPOA office move. The HPOA board will be considering the lease proposal at their meeting on June 18. A five-year lease will be signed for this 3,500 sq. ft. mid-BID office space. The charge is only \$2.00 sq. ft. but because the space is larger the monthly rent will rise significantly. HED will pay 78% and CHC the balance of 22%, as was the original ratio created when the two BIDs began to share costs. Mariani advised the board that the rent will increase for the CHC share in 2016, to bring the ratio back into conformance. Up to now, CHC has only been paying 19.7%. This will amount to an increase of \$4,200 paid by CHC for office rent in 2016. The move will happen in October or November.

**VII. Next Meeting**

Tuesday, July 14, 2015 at 4:00 p.m. Location TBD.

**VIII. Adjourn**

The meeting was adjourned at 6:03 p.m.